

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended) A method of operating a computer system for ~~performing~~ data management of an electronic transaction comprising:

~~offering a product for purchase from a merchant;~~

receiving selection data identifying ~~the~~ a product offered for purchase from a merchant in an electronic a transaction portal server coupled to a merchant server provided with a merchant check-out application that is in communication with a product database of the merchant and an order fulfillment system of the merchant from an interface-enabled communications device via a wireless communication network coupled to the transaction portal server;

providing product information data comprising information describing at least one aspect of the product to the interface-enabled communications device from the product database of the merchant by the merchant server via the wireless communication network coupled to the transaction portal server;


receiving shipping detail data comprising instructions related to shipping the product to a designated recipient by the merchant check-out application of the merchant server via the transaction portal server from an electronic wallet server associated with the transaction portal server and coupled to a payment processor;

receiving payment option data comprising information describing a desired means of payment for the product by the merchant check-out application of the merchant server from the interface-enabled communications device via the wireless communication network coupled to the transaction portal server;

transmitting payment authorization data to a the payment processor by the transaction portal server, wherein the payment authorization data comprises purchaser identifying data and merchant identifying data identifying the merchant;

transmitting authorization by the payment processor to the transaction portal server; and

transmitting order information to the order fulfillment system of the merchant in communication with the merchant check-out application of the merchant server by the transaction portal server, wherein the order information comprises payment option data and shipping detail data.

 Claim 2 (original) The method of claim 1 further comprising displaying a product code associated with the product.

Claim 3 (original) The method of claim 2 wherein the selection data comprises the product code associated with the product.

Claim 4 (original) The method of claim 3 further comprising receiving customer identification information.

Claim 5 (currently amended) The method of claim 4 further comprising determining an electronic wallet application on the electronic wallet server associated with the customer identification information.

Claim 6 (currently amended) The method of claim 5 wherein receiving shipping detail data comprising instructions related to shipping the product to the designated recipient comprises accessing the electronic wallet application associated with the customer identification information on the electronic wallet server.

Claim 7 (currently amended) The method of claim 6 wherein receiving payment option data comprising information describing the desired means of payment for the

product comprises accessing the electronic wallet application associated with the customer identification information on the electronic wallet server.

⤵ Claim 8 (canceled) ⤵

Claim 9 (currently amended) The method of claim 8 7 wherein the product information comprises the price of the product.

Claim 10 (currently amended) The method of claim 8 7 wherein the product information comprises at least one of the following: price of the product, description of attributes of the product, brand name of the product, and name of the product.

Claim 11 (original) The method of claim 10 further comprising providing an order confirmation to the interface-enabled communications device.

Claim 12 (original) The method of claim 11 wherein receiving customer identification information comprises receiving customer identification information from the interface-enabled communications device.

⤵ Claim 13 (canceled) ⤵

Claim 14 (currently amended) The method of claim ~~13~~ 12 wherein the interface-enabled communications device comprises a web browser.

Claim 15 (original) The method of claim 14 wherein the interface-enabled communications device comprises a wireless telephone.

Claim 16 (original) The method of claim 14 wherein the interface-enabled communications device comprises at least one of the following: a telephone, a personal computer, and a personal digital assistant.

Claim 17 (original) The method of claim 16 wherein the product code comprises a unique number assigned to the product.

Claim 18 (currently amended) The method of claim 17 further comprising transmitting the product code data to the merchant server, wherein the merchant server is associated with the product code.

Claim 19 (original) The method of claim 18 wherein the shipping detail data comprises a shipping address.

Claim 20 (currently amended) The method of claim 19 wherein payment option data identifies the electronic wallet application.

Claim 21 (original) The method of claim 20 wherein the selection data comprises merchant identifying data identifying the merchant.

Claim 22 (currently amended) The method of claim 21 wherein the ~~user~~ customer identification comprises a telephone number.

Claim 23 (currently amended) The method of claim 21 wherein the ~~electronic~~ transaction portal server is in communication with at least two ~~merchants~~ merchant servers.

~~Claim 24 (canceled)~~

Claim 25 (original) The method of claim 22 wherein the desired means of payment for the product comprises a credit card.

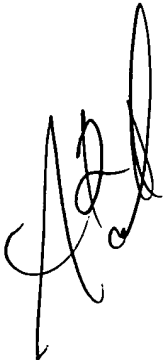
Claim 26 (currently amended) The method of claim 22 wherein offering a product for purchase from a merchant comprises providing a hyperlink on the transaction portal server to a ~~web site of the merchant~~ server.

~~Claims 27-45 (canceled)~~

Claim 46 (currently amended) A computer system for ~~performing~~ data management of an electronic transaction comprising:

~~means for offering a product for purchase from a merchant;~~

means a transaction portal server coupled to a merchant server provided with a merchant check-out application that is in communication with a product database of the merchant and an order fulfillment system of the merchant, wherein the transaction portal server is adapted for receiving selection data identifying the a product offered for purchase from a merchant in an the electronic transaction portal server from an interface-enabled communications device via a wireless communication network coupled to the transaction portal server;

 means wherein the merchant server is adapted for providing product information data comprising information describing at least one aspect of the product to the interface-enabled communications device from the product database of the merchant via the wireless communication network coupled to the transaction portal server;

means wherein the merchant check-out application of the merchant server is adapted for receiving shipping detail data comprising instructions related to shipping the product to a designated recipient via the transaction portal server from an electronic wallet server associated with the transaction portal server and coupled to a payment processor;

means wherein the merchant check-out application of the merchant server is adapted for receiving payment option data comprising information describing a desired means of payment for the product from the interface-enabled communications device via the wireless communication network coupled to the transaction portal server;

means wherein the transaction portal server is further adapted for transmitting payment authorization to a payment processor, wherein the payment authorization comprises purchaser identifying data and merchant identifying data identifying the merchant;

wherein the payment processor is adapted for transmitting authorization to the transaction portal server; and

means wherein the transaction portal server is further adapted for transmitting order information to the order fulfillment system of the merchant in communication with the merchant check-out application of the merchant server, wherein the order information comprises payment option data and shipping detail data.

(Claims 47-61 (canceled))

Claim 62 (currently amended) The method of claim 61 further comprising entering into a joint venture between a provider of the electronic transaction portal server and a provider of the electronic wireless communications gateway network.


Claim 63 (currently amended) The method of claim 62 further comprising providing the electronic transaction portal server in communication with the electronic wireless communications gateway network.

Claim 64 (currently amended) The method of claim 63 further comprising providing the subscriber access to the transaction portal server.

Claim 65 (currently amended) The method of claim 64 further comprising receiving by the operator of the electronic wireless communications gateway network billing data reflecting a transaction between the merchant and the subscriber and providing a bill to the subscriber comprising the billing data.

Claim 66 (currently amended) The method of claim 65 wherein the bill further comprises billing for communications services.

Claim 67 (currently amended) The method of claim 66 wherein communications services comprises mobile telephone service.



Claim 68 (currently amended) The method of claim 67 wherein the provider of the ~~electronic~~ wireless communications gateway network comprises a mobile telephone network operator.

Claim 69 (currently amended) The method of claim 68 wherein the provider of the ~~electronic~~ transaction portal server comprises a bank.

(Claim 70 (canceled))
